

IN THE CLAIMS:

1. (Currently Amended) A method in at least one ~~a~~ computing system for projecting future purchasing activity for a selected item, comprising:

compiling in the at least one computing system historical browsing data indicating, for each of a plurality of foregoing time periods, a level of item browsing activity performed with respect to the selected item;

generating in the at least one computing system from the compiled historical browsing data a projection of future browsing activity with respect to the selected item;

using the generated projection of future browsing activity to generate a first projection of future purchasing activity levels with respect to the selected item;

compiling in the at least one computing system historical purchasing data indicating, for each of a plurality of foregoing time periods, a level of item purchasing activity performed with respect to the selected item;

generating in the at least one computing system from the compiled historical purchasing data a second projection of future purchasing activity levels with respect to the selected item; and

blending in the at least one computing system the generated first and second projections of future purchasing activity levels with respect to the selected item to generate a third projection of future purchasing activity levels with respect to the selected item.

2. (Original) The method of claim 1, further comprising placing a resupplying order for the selected item based upon the third projection.

3. (Currently Amended) The method of claim 1 wherein the first, second, and third projections of future purchasing activity levels each specify a level of purchasing activity with respect to the selected item during each of a plurality of target time periods following the foregoing time periods, and wherein the blending comprises, for each of the plurality of target time periods:

weighting the level specified by the first projection relative to the level specified by the second projection, and

combining the levels specified by the first and second projections in accordance with their weights,

the method further comprising determining in the at least one computing system that an external event occurred that is likely to have influenced the level of item purchasing activity performed with respect to the selected item during a selected one of the plurality of target time periods,

and wherein the weighting for the selected target time period downgrades the weight of the level specified by the second projection relative to the level specified by the first projection.

4. (Original) The method of claim 3 wherein the external event determined to have occurred is an external event that is likely to have limited the availability of the selected item.

5. (Original) The method of claim 3 wherein the external event determined to have occurred is an external event that is likely to have prevented the purchase of the selected item.

6. (Currently Amended) A computer-readable medium whose contents cause a computing system to project future purchasing activity for a selected item by:

compiling historical browsing data indicating, for each of a plurality of foregoing time periods, a level of item browsing activity performed with respect to the selected item;

generating from the compiled historical browsing data a projection of future browsing activity with respect to the selected item, and using the generated projection of future browsing activity to generate a first projection of future purchasing activity levels with respect to the selected item;

compiling historical purchasing data indicating, for each of a plurality of foregoing time periods, a level of item purchasing activity performed with respect to the selected item;

generating from the compiled historical purchasing data a second projection of future purchasing activity levels with respect to the selected item; and

blending the generated first and second projections of future purchasing activity levels with respect to the selected item to generate a third projection of future purchasing activity levels with respect to the selected item.

7. (Currently Amended) A method in ~~a~~ at least one computing system for projecting future purchasing activity for a selected item being offered for sale by a merchant, comprising:

retrieving data in the at least one computing system indicating, during each of a plurality of past time periods, an observed level of browsing activity performed by users with respect to the selected item; and

transforming the retrieved data in the at least one computing system into a projection of future purchasing activity at the merchant for the selected item, the transforming including using the retrieved data to generate a projection of future browsing activity with respect to the selected item, and using the generated projection of future browsing activity to predict future purchasing activity for the selected item.

8. (Original) The method of claim 7 wherein the transforming produces a projection of future purchasing activity specifying an anticipated level of purchasing activity for each of a plurality of future time periods.

9. (Cancelled)

10. (Currently Amended) The method of claim ~~79~~ wherein the projection is generated using time-series forecasting techniques.

11. (Currently Amended) The method of claim ~~79~~ wherein the projection of future browsing activity generated is a time-series of values characterizing future browsing activity at each of a plurality of future times, and wherein future purchasing activity is predicted by applying a time-series of conversion ratios based upon conversion history at the merchant.

12. (Currently Amended) The method of claim 7 wherein the merchant operates a web site, and wherein a web log is produced in connection with the operation of the web site, the method further comprising:

extracting browsing activity data in the at least one computing system from the produced web log; and
storing the extracted data for retrieval.

13. (Currently Amended) The method of claim 7 wherein the merchant operates a physical store, the method further comprising:

capturing browsing activity data in the at least one computing system within the physical store; and
storing the captured data for retrieval.

14. (Original) The method of claim 7 wherein the merchant operates a plurality of locations at which the selected item is available for purchase, and wherein the transforming is performed to produce a projection of future purchasing activity specifying an anticipated level of purchasing activity for each of the plurality of merchant locations.

15. (Original) The method of claim 14 wherein each of the locations operated by the merchant is a shipping center, and wherein, for each shipping center, the anticipated level of purchasing activity is determined using browsing activity data from customers whose shipping address is associated with the shipping center.

16. (Original) The method of claim 14 wherein each of the locations operated by the merchant is a shipping center, and wherein, for each shipping center, the anticipated level of purchasing activity is determined using browsing activity data from customers whose shipping address is associated with any of the shipping centers.

17. (Original) The method of claim 7, further comprising using the projection of future purchasing activity to specify an operational parameter used to operate the merchant.

18. (Original) The method of claim 17 wherein the specifying operation parameter is inventory reorder level for the selected item.

19. (Original) The method of claim 17 wherein the specifying operation parameter is inventory reorder level for an item identified as a complement of the selected item.

20. (Original) The method of claim 17 wherein the specifying operation parameter is staffing level.

21. (Original) The method of claim 7 wherein the retrieved data indicates an observed level of browsing activity performed by the user at the merchant.

22. (Original) The method of claim 7, further comprising incorporating into the projection of future purchasing activity data indicating, during each of a plurality of past time periods, an observed level of purchasing activity performed by users with respect to the selected item.

23. (Currently Amended) A computing system for projecting future purchasing activity for a selected item being offered for sale on a merchant's web site, comprising:

a retrieval subsystem executable in the at least one computing system that retrieves data indicating, during each of a plurality of past time periods, an observed level of browsing activity performed by users with respect to the selected item; and

a transformation subsystem executable in the at least one computing system that transforms the retrieved data into a projection of future purchasing activity at the merchant for the selected item by generating from the retrieved data a projection of future browsing activity with respect to the selected item, and using the generated projection of future browsing activity to generate a projection of future purchasing activity levels with respect to the selected item.

24. (Original) The computing system of claim 23 wherein the retrieval subsystem retrieves data indicating an observed level of browsing activity performed by users at the merchant's web site.

25. (Original) The computing system of claim 23 wherein the retrieval subsystem retrieves data indicating an observed level of browsing activity performed by users at a plurality of web sites, including the merchant's web site.

26-36. (Cancelled)

37. (New) A method in at least one computing system for projecting future purchasing activity for a selected item, comprising:

- compiling in the at least one computing system historical browsing data indicating, for each of a plurality of time periods, a level of item browsing activity performed by a plurality of users with respect to the selected item, the historical browsing data indexed by time in a first dimension and by at least one browsing activity type in a second dimension;

- assigning a browsing activity score in the at least one computing system for a specified time period to each of the respective users for each of the at least one browsing activity types;

- generating a composite browsing activity score in the at least one computing system for the specified time period based on the assigned browsing activity scores;

- generating a first projection of future purchasing activity levels in the at least one computing system with respect to the selected item from the assigned browsing activity scores;

- compiling historical purchasing data in the at least one computing system indicating, for each of a plurality of foregoing time periods, a level of item purchasing activity performed with respect to the selected item;

- generating from the compiled historical purchasing data a second projection of future purchasing activity levels in the at least one computing system with respect to the selected item; and

- blending the generated first and second projections of future purchasing activity levels in the at least one computing system with respect to the selected item to generate a third projection of future purchasing activity levels with respect to the selected item.

38. (New) The method of claim 37, wherein the blending includes assigning a greater weight to the second projection of future purchasing activity levels than the first projection of future purchasing activity levels when the item has been out of stock at a merchant during at least one of the time periods.